

FSC Letter Format Guidelines

FSC-	Date
SUBJECT: ① _____	
② Response Required? _____ Response Date _____	
③ DISTRIBUTION:	
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM _____ DM
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM _____ RM
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> Reg.Mil./DF Mgr. _____ MIL
<input checked="" type="checkbox"/> ROM	<input checked="" type="checkbox"/> AE _____ DF
	_____ REP

④ Objective: _____

⑤ Rationale: _____

⑥ Letter Contents: _____

⑦ Program Contact(s):

R. J. REYNOLDS TOBACCO COMPANY

- ① Clearly indicate subject.
- ② Is response required? If so, indicate response date.
- ③ Grid will be added by Sales Communications. You should indicate A, B or C level distribution.
- ④ Objective: What is the purpose of the letter/program?
- ⑤ Rationale: Why are we doing this? It is important that the user group knows the why of the program.
- ⑥ Letter contents: Keep writing as concise as possible. Use bullet point format whenever possible. Letter should be targeted/designed to communicate clearly with the end user.
- ⑦ List an internal contact(s).

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